

cityserve

Cityserve Employment Partnership



Dale Guest – Business Manager

Cityserve Overview

- 299 Catering Contracts
- 215 Cleaning Contracts
- 2,488 members of staff
- 70,000 meals served each school day
- 2014 Reorganisation – looking at different aspects of working more cost effective and more efficient

Recruitment

- To reduce agency staff within catering/cleaning –
Reduce Dependency
Respond to Customer requirements
- Provide trained and motivated staff
Job Ready
- Maximise local recruitment potential
Tap into local potential
Local workforce
- Open up opportunities -LTU
Opportunity to broaden age range

Partners

- Birmingham City Council Employment Action Team
- DWP – Jobcentre Plus
- In-Training – Training Provider
- Pilot Programme Developed

Approach

- Partners – agreed roles – important – honesty/communication – Cityserve the drivers – Guaranteed Job Interview
- Will come to the offer later
- Campaign
- Advertising in local jobcentres Initial idea to hold an open recruitment day on the City Centre
- Targeted approach within localities
- Expressions of interest
- Assessment Day representatives from all partners provided an overview of their involvement
- Candidates signed up

The Programme

- 3 weeks intensive training – including practical experience preparing a buffet lunch at the Salvation Army Headquarters

DAY 1	<ul style="list-style-type: none"> • Introduction to Cityserve • The job roles • Personality Styles 	DAY 6	<ul style="list-style-type: none"> • First Aid Awareness • Common illnesses • British Red Cross test
DAY 2	<ul style="list-style-type: none"> • Team Work • Communication Skills 	DAY 7	<ul style="list-style-type: none"> • Health & Safety • CIEH Level 2 exam
DAY 3	<ul style="list-style-type: none"> • Application Form • DBS screening 	DAY 8	<ul style="list-style-type: none"> • CV development • Cover Letter
DAY 4	<ul style="list-style-type: none"> • Equality & Diversity • Safeguarding 	DAY 9	<ul style="list-style-type: none"> • Customer Service • Planning an event
DAY 5	<ul style="list-style-type: none"> • Food Hygiene • Highspeed Training Exam 	DAY 10+	<ul style="list-style-type: none"> • Interview Techniques • Work Experience placement • Job Interview at Cityserve

The Offer

- Full attendance required to complete course **including no lates and no part days 9.00 -4.30**
- Transferable skills **motivated and candidates possessing the required skills to work in the catering and/or cleaning sector**
- Accredited Training
- Job interview Guarantee
- Living Wage **attractive**
- Locally based employment
- Graduation– **incentive/recognition – candidates felt valued and all commented on the comaraderie within the groups**

Practical Experience



Graduation Day



Graduation

- 55 candidates successfully graduated – **Local Councillor/Head of CS**
- Cityserve Interview guaranteed



Outcomes

- 36 Candidates successful at interview
- 22 Placed
- 14 awaiting start dates – Matching
- 19 Unsuccessful referred back to Provider for further support
- 75% Retention
- 25% left – health issues/other employment/reasons unknown

Case Study

- **Belmira moved to the UK with her family from Germany. With a 20 year career in the catering industry, she was keen to use her skills in the UK and secure employment in a catering role. Although Belmira had an awareness of food standards and safety, unfortunately she did not have the required qualifications for UK catering employment. Belmira was unemployed for 12 months before learning of Cityserve's Recruitment Pathway Employment Partnership initiative. She enrolled on the initial pilot programme in November 2014 and undertook the full two week course, with a guaranteed job interview at the end. During the course, she learnt all about Food Safety Principles and safe systems of working in accordance with UK and HACCP regulations. She was also given the skills to plan menus and present food in an appealing and attractive way. She understands the different allergens and their effects, and how to use appropriate recipes and ingredients to meet required allergen standards.**
- **On successful completion of the programme, Belmira was presented with her certificates at the graduation day and interviewed for a Schools General Assistant role with Cityserve and was successful. She now works at a school near to her home, allowing her to drop her children to school as well as collect them outside of working hours.**
- **Of the Cityserve Recruitment Pathway Project, Belmira says, "I thought I wasn't good enough to work in the UK, but this opportunity has given me the confidence and skills to get a job in the industry I love. I have been overwhelmed with all the positive feedback the school has given me since starting my job."**

Challenges

- Much higher interest than anticipated **initially one course was anticipated not to disappoint a further 2 put on – flexibility of provider to redirect resource**
- DBS clearances – **from 3 days to 3 months and more**
- References – **LA requirement – not worked in 12 months**
- New Training Provider **following the last course funding ceased Cityserve left to administer**
- Job matching - **ongoing**

The Future

- Rolling Programme
- Identify a new training provider
- Work Placements
- Apprenticeships

'Local jobs for local people'

Thank You

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